



STARTARIUM.RO - KEY FIGURES

12 OCTOBER - 20 DECEMBER

WEBSITE USER ENGAGEMENT

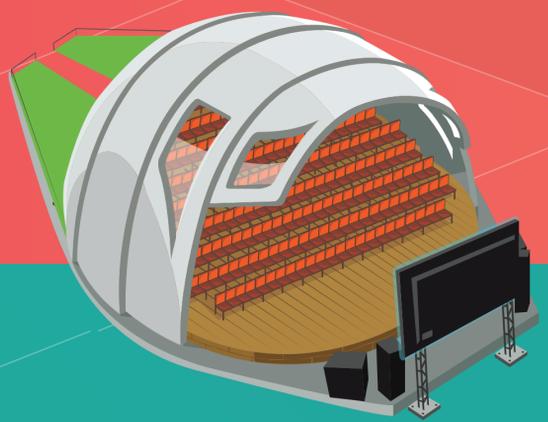
+6.700
registered users
(10.8 % conversion rate)

VS 2.000 target

Secondary KPI:
62.000
sessions on Startarium.ro

SOCIAL MEDIA

+3830
Facebook fans



EDUCATIONAL CONTENT AVAILABLE ON STARTARIUM

27 articles published
(2 more will be published according to the editorial plan before year end)

15 interviews
(3 more will be published according to the editorial plan before year end)

16 courses
(6 more will be published according to the editorial plan before year end)

QUALITATIVE EVALUATION OF THE CONTENT - FROM USERS



93%
up-votes on **articles**
(reviewed as useful)



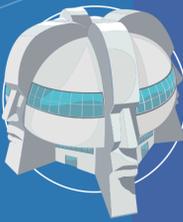
96%
up-votes on **videos**
(reviewed as useful)

5.280
Total views
of **articles**

7.914
Total views
of **videos**

2.954 Unique users that have interacted with videos & articles

CROWDFUNDING



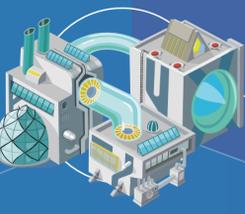
4 successfully funded campaigns
(out of 6 published)

9.345 EUR
funding

124 supporters
of the campaigns

114 rewards
(products to be manufactured part of the crowdfunding campaigns)

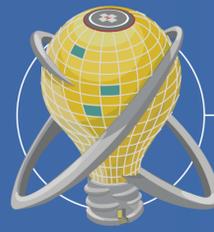
LABORATORY



Business Canvases filled-in:
598

Ideas filled-in:
947

MENTORING



50
Mentors

27
Mentees

STARTARIUM PITCHDAY



110.000€
awards money

70.000€
1st prize

+15.000
views of the live broadcast on Facebook

+700
attendance

78 startups pitching in the first round

10 startups pitching on the big stage

7 special guests as speakers
(2 internationals, 5 romanians)

1 WINNER
Tracia